

“YOUR 30 SECOND COMMERCIAL”

Your “commercial” is a brief monologue describing the benefits of buying a product - YOU!

Why develop a 30-second commercial?

- You come across more poised and confident simply by opening with your commercial
- Your commercial makes the listener aware (in a brief amount of time) of your specific, unique and impressive attributes that you can bring to the position.

When should I use my 30-second commercial?

- Use your commercial to introduce yourself at **CAREER FAIRS** and to initiate networking with others.
- During your **INTERVIEW**. Your commercial can help you answer questions such as “Tell me about yourself”, “What are your greatest strengths?”, and “What can you bring to this position?”
- In a **COVER LETTER**. Your commercial can highlight your background and key abilities.

Your commercial should:

Use concise and clear language that is not over-detailed
Sell your professional abilities and experience
Emphasize your strengths and link them to the needs of the employer
Use descriptive statements or specific examples of your acquired skills and abilities
State the kind of position that you are seeking

General Script (EXAMPLE):

GREETING: Hello, my name is _____.

EXPERIENCE: I am a _____ studying _____ at _____.

INTEREST/PASSION: I am mainly interested in _____.

STRENGTHS: My strengths include _____ and _____.

BRIEF EXAMPLE: Last summer, I worked at _____ and was able to _____.

GOAL: I am looking to gain further experience in _____.

Samples of statements that you can use:

- I have a solid background in...
- I have a good working knowledge of...
- I am particularly good at...
- My strongest skills are...
- I have _____ years of experience in...
- I am proficient in...
- I am skilled in...
- I have been trained in...
- I am familiar with...
- My experience includes...
- I have a talent for...
- I have exposure to...
- My abilities include...
- My goals are...
- I am passionate about...
- I am interested in...
- I enjoy...
- I would like the opportunity to...
- I am looking forward to...